

SMH ARTICLE:

Digital growth rockets at gambling giant Aristocrat



By [Nick Toscano](#)

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Australia's largest pokies manufacturer says its bet on the booming free-to-play online gaming market is paying off, with digital revenue more than tripling after its expansion into the sector.

Aristocrat's core business has traditionally been supplying electronic gaming machines for casinos, pubs and clubs, but the \$18 billion company has notably upped its gamble on the online gaming market with two recent acquisitions of digital gaming companies, the US-based Big Fish Games and Israel's Plarium.